

Challenge: Client asked writer to interview women’s boutique owners to learn what they would expect in a campaign that would offer them a new product aimed at women who had undergone mastectomies. Writer also interviewed company engineers and product managers.

Open with exterior of boutique and enter with camera to reveal proprietor.

PROPRIETOR: I see myself as an American business woman. I've had many businesses, but none give me both the personal satisfaction and opportunity for growth as this business of caring for women who have had cancer surgery.

(Title) A Business of Caring

Think for a moment about the women you know. Statistically, there is a high probability that you know at least one woman, perhaps more, who have undergone mastectomy surgery; the removal of all or part of one, or both breasts. The reason for this is that breast cancer has reached worldwide epidemic proportions. Today one out of every ten women have had some form of breast cancer requiring surgical intervention. These women have needs that you can fulfill. They need understanding, support and encouragement to rebuild their lives and self-esteem. They also have cosmetic needs; prosthetic breast forms, special bras and accessories.

PROPRIETOR: I must earn the loyalty of my customers by providing both emotional and product support in order to start my customer on a healthy road to recovery. Most women come into my store for the first time full of fear and worry. As a woman myself, I must be careful of my reactions to these women. I must support the customer emotionally and yet remain objective. When it comes time to do her fitting, I cannot allow myself to react negatively to her surgery site.

(Title) The Product

This is an external breast form. It is not an implant. Because it is not placed within the body it is classified as a prosthetic device. The breast form is inserted within a special brassiere which the woman wears, just as she wore her brassiere before her operation.

The breast form is made of soft, pliant silicone, molded within a polyurethane film. Breast forms come in a wide assortment of sizes and shapes so that within your inventory, any woman may be fitted with a form that closely matches her remaining breast in terms of shape and weight. Of course, if a woman has had a bilateral mastectomy, that is, if both her breasts have been removed, she can choose any size or shape of breast form she wishes.